

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #091800
Mr. G. Burns
CAPITAL CANDY CO., INC.

JUNE DORAL B2G1F / PROMOTION #700272

Dear George:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 94 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	7
Light Box	12300-24066	6
Full Flavor 100	12300-24063	3
Light 100	12300-24062	6

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

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B2G1F

CAPITAL CANDY CO., INC.

EFT \$ Amount: **\$3,487.55**

State Breakdown:

NH: 2 FF Box / 2 Lt Box / 1 FF 100 / 2 Lt 100 \$1,191.29

VT: 5 FF Box / 4 Lt Box / 2 FF 100 / 4 Lt 200 2,296.26

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED '*RETAILER LETTER*' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$107.80 (7.7 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enclosures:

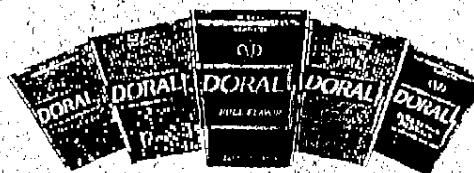
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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To All RJR Retail Partners

RETAILER LETTER

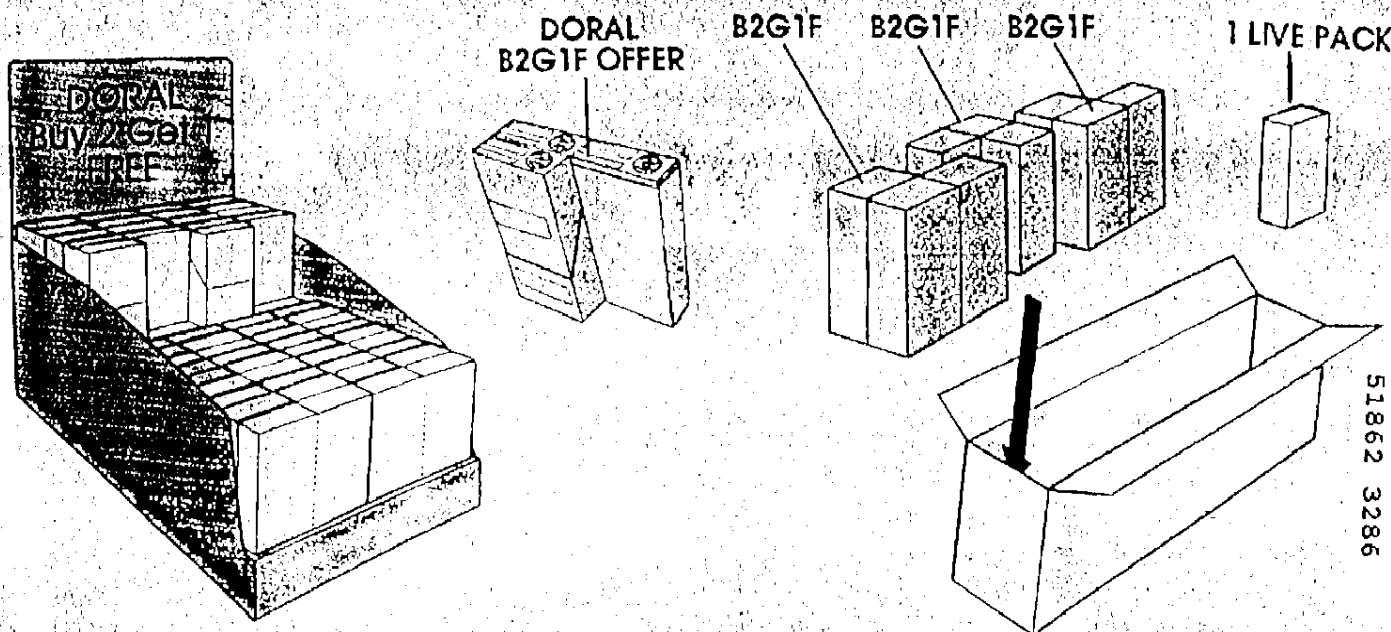
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



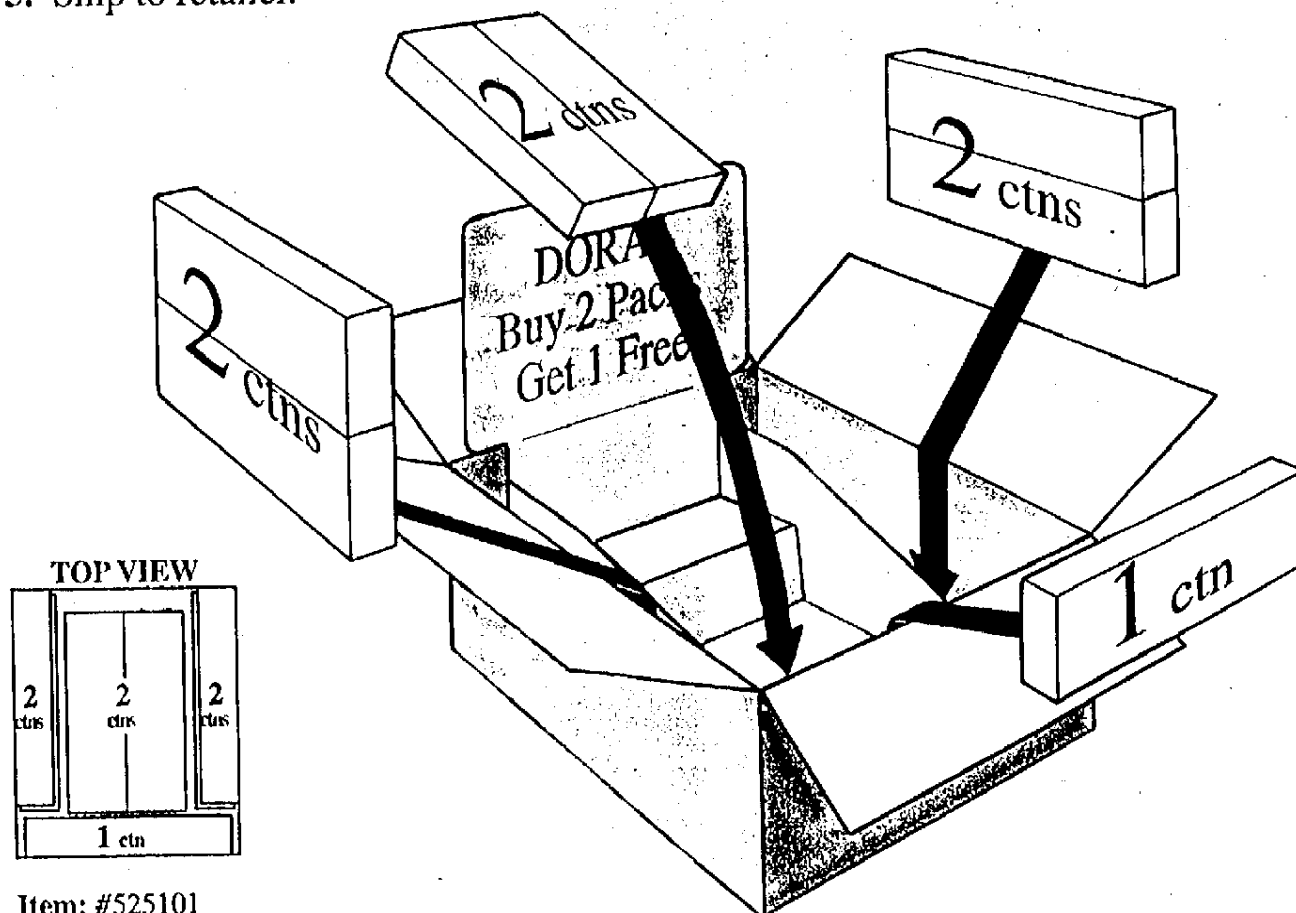
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR. '97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	Ff Box	LT Box	LT 100	Ff 100		
Number of Cartons	2	2	2	1		

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WHOLESALE : 091800 CAPITAL CANDY CO., INC. <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0007
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112201	112226	221387	GETTY MART	510 SABATTUS ST	LEWISTON	ME	04240	1			37065	(207)782-6922
112201	112226	720383	CIVIC CENTER GETTY	210 CIVIC CENTER	AUGUSTA	ME	04330	1			37125	(207)623-1215
112204	112227	253441	BEEP-BEEP DELI MART	ROUTE 16	CONWAY	NH	03818	1				(603)447-2250
112204	112227	580000	MINI APPLE	245 MAIN ST	SOUTH PARIS	ME	04281	1				(207)743-2708
112204	112227	754124	FOUR CORNERS	HANCOCK STREET	RUMFORD	ME	04276	1				(207)364-2725
112201	112225	754679	VILLAGE VARIETY	ROUTE 25	KEZAR FALLS	ME	04047	1			36072	(207)625-8417
112207	112224	100397	BOW ST MARKET #302	79 BOW ST	FREEPORT	ME	04032	1				(207)865-6631
112207	112227	676058	ANDY'S YANKEE GROCE	375 COURT ST	AUBURN	ME	04210	1				(207)782-7091
112207	112224	956569	LISBON GETTY MART	211 LISBON ST	LISBON	ME	04250	1			37066	(207)353-5969
112208	112225	419588	BOONIE'S INC.	ROUTE 11	SHAPLEIGH	ME	04076	1			38028	(207)636-2600
162201	163830	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	1			17159	(518)293-7575
162301	163830	027920	CROSSROADS MOBIL MT	ROUTE 2 & 78	ALBURG	VT	05440	1		2794-0200		(802)796-3044
162301	163830	113588	BEVERAGE MART	211 LAKE ST	SAINT ALBANS	VT	05478	1				(802)527-7437
162301	163830	113605	SO MAIN GROCERY	139 S MAIN ST	SAINT ALBANS	VT	05478	1				(802)524-3727
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1			13032	(802)988-2285
162301	163830	195353	CHAMPLAIN FARMS	RTE 78	SWANTON	VT	05488	1				(802)868-7822
162301	163829	583313	CHIMNEY CORNER STOR	ROUTE 7	MILTON	VT	05468	1		1519-0000		(802)878-2954
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	1				(802)893-7786
162301	163830	623973	WAGON WHEEL PLAZA	RT 104	ST ALBANS	VT	05478	1			35049	(802)527-0104
162301	163830	636320	M&R BEVERAGE	BOX 154	HIGHGATE CENTE	VT	05459	1				(802)868-5271
162301	163829	662806	LAKE ROAD VARIETY	RT. 7	MILTON	VT	05468	1			35285	(802)893-3650
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	1				(518)561-9281
162301	163830	760782	MAYHEW'S CORNER STR	1 RIVER ST	RICHFORD	VT	05476	1			11094	(802)848-3819
162302	162325	021824	WILLY'S VARIETY	GAGE STREET	BENNINGTON	VT	05201	1				(802)442-2223
162302	162320	760496	FAIRHAVEN TRUCK STO	RR 2 BOX 7767	PAIR HAVEN	VT	05743	1		3435-0000		(802)265-3500
163801	163827	113765	JIMMY KWIK	60 COVENTRY ST	NEWPORT	VT	05855	1			050169	(802)334-2132
163801		113886	SMITH'S STORE	MAIN ST	GREENSBORO BEN	VT	05842	1				(802)533-2631
163801		114154	LYLES SUPERETTE	MAIN ST	WASHINGTON	VT	05675	1			50097	(802)883-2220
163809	163828	114170	CENTRAL MKT	SUMMER ST	BARRE	VT	05641	1				(802)476-4888
163809	163828	431453	CONVENIENCE PLUS	44 S MAIN ST	BARRE	VT	05641	1				(802)479-5513
163809		639423	QUALITY MARKET	155 WASHINGTON ST	BARRE	VT	05641	1			14134	(802)476-3401
163801	163827	658712	VITTLES & VARIETY	RR 1 BOX 169B	DERBY	VT	05829	1			50127	(802)766-2205
163803	163825	104114	DREWSVILLE GEN STOR	RTE 123	DREWSVILLE	NH	03604	4			25303	(603)445-5120
163803	163825	469826	WEST RIVER VALLEY	RTE. 30	WEST DUMMERSTO	VT	05357	1				(802)254-2880
163804	163825	712602	JIFFY MART	MAIN STREET	CHARLESTOWN	NH	03603	2				(603)826-9777
163804	163828	065163	SKIP MART	MAIN ST	ROCHESTER	VT	05767	1		2794-0200	17018	(802)767-3131
163804		104932	STINSON VILLAGE ST.	2 ALLEN ST	HANOVER	NH	03755	1			80065	(603)643-6086
163801	163827	230137	CATHI & DONS COUNTR	RR 2 BOX 365	ENFIELD	NH	03748	1			20067	(603)632-4210
163804	163825	702944	DAMANETES	LOWER MAIN STREET	CLAREMONT	NH	03743	1			17167	(603)542-2222
163804		705356	MAIN STREET CASH	192 MAIN STREET	WEST RUTLAND	VT	05777	1			12015	(802)438-9880
163801		717394	FOUR CORNERS GENERA	PO BOX 83	PIERMONT	NH	03779	1				(603)272-9016
163801	163827	104989	PLEASANT VALLEY STR	ROUTE 4	CANAAN	NH	03741	1			20068	(603)632-7507

WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0007
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163806	163826	247457	GILFORD MOBILE MART	1397 LAKE SHORE R	GILFORD	NH	03246	3			30567	(603)524-8014
163806	163826	667008	HANDY LANDING GENER	RR 3 BOX 101B	LACONIA	NH	03246	1			14397	(603)366-2232
163809	163828	086861	SHOREHAM SERVICE CT	ROUTE 22A	SHOREHAM	VT	05770	1		2794-0200		(802)897-8585
112201	112226	656865	V & G GETTY MART	990 LISBON ST	LEWISTON	ME	04240	1				(207)784-3118
163809	163829	088475	BILLING'S MOBIL	ROUTE #100	WATERBURY	VT	05676	1				(802)244-6673
163809	163829	113522	GRACEY'S STORE	1333 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802)862-1253
163809	163828	114026	KINGSBURY COUNTRY	RT 100	WARREN	VT	05674	1			17026	(802)496-3366
163809	163829	114119	MOUNTAIN RD MKT	344 MOUNTAIN RD	STOWE	VT	05672	1				(802)253-7010
163809	163828	114300	PRATT'S STORE INC	ROUTE #22 A	BRIDPORT	VT	05734	1				(802)758-2323
163809	163829	303495	SIMON'S	974 SHELburne RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802)862-8011
163809	163828	410982	CHAMPLAIN FARMS	2 N MAIN ST	NORTHFIELD	VT	05663	3				(802)485-6000
163809	163829	470566	SIMON'S ESSEX	134 JERICHO RD	ESSEX CENTER	VT	05451	1		1519-0000		(802)878-3091
163809	163829	470568	SIMON'S #4	RTE 2 & 2A	WILLISTON	VT	05495	1		1519-0000		(802)878-4933
163809	163829	585246	HANDY'S PARK ST MOB	24 PARK ST	BURLINGTON	VT	05401	1		1519-0000		(802)862-7594
163809	163829	623926	DOWNTOWN QUICK STOP	93 S WINOOSKI AVE	BURLINGTON	VT	05401	1		1519-0000	3035	(802)658-2259
163809	163829	658967	SIMON'S STORE & DEL	377 RIVER STREET	MOUNT PELIER	VT	05602	1		1519-0000		(802)229-0314
163809	163829	704600	FAIRGROUNDS BEVERAG	99 PEARL ST	ESSEX JUNCTION	VT	05452	2			2334	(802)878-5377
163809	163829	743921	CHITTENDEN MILLS BE	RR 2 BOX 27C	JERICHO	VT	05465	1				(802)899-4730
162301		558840	EAST END QUICK STOP	RTE. 7	GEORGIA	VT	05454	1				(802)527-1088
162301	163829	577285	LAOS EGG ROLLS	7 RAYMOND RD	COLCHESTER	VT	05446	1				(802)893-1148
162301		697126	BEVERAGE OUTLET	75 1ST ST	SWANTON	VT	05488	1			351850	(802)868-5139
162301	163830	760781	BLOUINS BEVERAGE MK	1 NOYES ST	RICHFORD	VT	05476	1				(802)848-3633
163801		057943	THE CONVENIENT ONE	MAIN STREET	ST JOHNSBURY CT	VT	05863	1				(802)748-4204
163801		113821	TED'S MARKET	CROSS ST	ISLAND POND	VT	05846	1			50109	(802)723-4334
163809		673532	BROOKSIDE COUNTRY	339 E MONTPELIER	BARRE	VT	05641	1			50247	(802)476-5560
163804		104189	PLAINFIELD GEN.STOR	RT 12A	PLAINFIELD	NH	03781	1			17220	(603)675-2900
163804		623927	COUNTRY VILLAGE STO	RTE.131	ASCUTNEY	VT	05030	1			80026	(802)674-6902
163806	163826	677682	CASE-N-KEG LACONIA	JEFF MORIN ENTERP	LACONIA	NH	03246	5			14290	(603)524-7254
163806	163826	743970	CASE-N-KEG	5 MILL ST	MEREDITH	NH	03253	5				(603)279-7443
162301	163829	494192	BRANCH'S MOBIL MART	2 RIVER ST	MILTON	VT	05468	1		2794-0200	35069	(802)893-4906
163801	163827	113727	SHOP & SAVE	MEMORIAL DR RTS	LYNDONVILLE	VT	05851	1		2796-0000	30205	(802)626-3654
163801	163827	113763	SHOP & SAVE	DERBY RD RTE 5N	NEWPORT	VT	05855	1		2798-0000	13094	(802)334-6945
163809		681165	SIMON'S BERTLIN STOR	321 BARRE MONTPEL	BARRE	VT	05641	1		1519-0000		(802)479-2711

PAGE BREAK TOTAL ACCOUNTS 75 TOTAL QUANTITY 92

TEMPLATE TOTAL ACCOUNTS 75 TOTAL QUANTITY 92

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/22/97

ACCOUNT NUMBER: 091800 CAPITAL CANDY CO INC
VOUCHER NUMBER: 15354516 32 BURNHAM ST
DATE WRITTEN: 05/22/97 BARRE , VT 5641
STATUS: PAID
AMOUNT PAID: 107.80 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	7.70	107.80

EXPLANATION: JUNE: DORAI, B2G1F PROMOTION #700272/R. TANCHYK

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